

**WDAF - TV - Issue Ad Public File Checklist**

- DSCC - Democratic Senatorial Campaign Committee
1. Name of Sponsoring Organization
2. Accepted: X Rejected: \_\_\_\_\_ (mark one)
3. Class of Time: Issue
4. Flight dates and times  
8/13 - 8/22
5. Rate charged  
Issue
6. Description of Issue  
DSCC - IE
6. Address of Sponsoring Organization  
430 S. Capitol Street SE, Washington, DC 20003
7. Telephone Number of Sponsoring Organization 202-224-2447 Email Address \_\_\_\_\_
8. Sponsor's Officers/Directors/Executive Committee  
Martha McKenna Director
9. Description of substantiation provided (if any) \_\_\_\_\_
10. Proper Sponsorship Identification: Yes X No \_\_\_\_\_

Name

Date \_\_\_\_\_



WDAF-TV

# ORDER

Print Date 08/10/12 Page 1 of 4

Flight Dates 08/11/12-08/22/12

Contract / Revision 567510 /

Original Date / Revision  
08/10/12 08/10/12

Advertiser Democratic Senatorial Camp

Agency Great American Media

Buying Contact

1010 Wisconsin Ave NW  
Suite 800  
Washington, DC 20007

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product

DSCC IE

Agency Com 15%

Billing Contact

1010 Wisconsin Ave NW  
Suite 800  
Washington, DC 20007

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1597

Alt Order # 09788330

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLI POL

Product Codes PL2B

Priority 1

Advertiser Ref

Order Share 28% Market Value 151071

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	29%	43810
KCWE	%	0
KMBC	25%	37767
KMCI	%	0
KPXE	%	0
KSHB	18%	27192
KSMO	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	81	\$35,955.00	\$42,300.00	0.00
Totals	81	\$35,955.00	\$42,300.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/22/12	81	\$35,955.00	\$42,300.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	08/13/12	08/17/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	MTWTF--	:30	5	\$450.00	2	0.00	NM	5	\$2,250.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MTWTF--	5		\$450.00		0.00						
E 2	4	08/20/12	08/22/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	MTW----	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MTW----	3		\$450.00		0.00						
E 3	4	08/13/12	08/17/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	MTWTF--	:30	5	\$450.00	2	0.00	NM	5	\$2,250.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MTWTF--	5		\$450.00		0.00						

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 4	4	08/20/12	08/22/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	MTW----	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTW----			3			\$450.00		0.00			
E 5	4	08/18/12	08/18/12	Sa 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-			1			\$375.00		0.00			
E 6	4	08/19/12	08/19/12	Su 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S			1			\$375.00		0.00			
E 7	4	08/13/12	08/17/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	MTWTF--	:30	3	\$150.00	2	0.00	NM	3	\$450.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--			3			\$150.00		0.00			
E 8	4	08/20/12	08/22/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	MTW----	:30	3	\$150.00	2	0.00	NM	3	\$450.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTW----			3			\$150.00		0.00			
E 9	4	08/13/12	08/17/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	MTWTF--	:30	1	\$150.00	2	0.00	NM	1	\$150.00
ANDERSON COOPER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--			1			\$150.00		0.00			
E 10	4	08/20/12	08/22/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	MTW----	:30	2	\$150.00	2	0.00	NM	2	\$300.00
ANDERSON COOPER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTW----			2			\$150.00		0.00			
E 11	4	08/13/12	08/17/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	MTWTF--	:30	2	\$225.00	2	0.00	NM	2	\$450.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--			2			\$225.00		0.00			
E 12	4	08/20/12	08/22/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	MTW----	:30	2	\$225.00	2	0.00	NM	2	\$450.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTW----			2			\$225.00		0.00			
E 13	4	08/13/12	08/17/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	MTWTF--	:30	5	\$450.00	2	0.00	NM	5	\$2,250.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--			5			\$450.00		0.00			
E 14	4	08/20/12	08/22/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	MTW----	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
FOX 4 NEWS															

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	4	08/20/12	08/22/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	MTW----	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/26/12	MTW----	3		\$450.00		0.00							
E 15	4	08/13/12	08/17/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	MTWTF--	:30	5	\$450.00	2	0.00	NM	5	\$2,250.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/19/12	MTWTF--	5		\$450.00		0.00							
E 16	4	08/20/12	08/22/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	MTW----	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/26/12	MTW----	3		\$450.00		0.00							
E 17	4	08/13/12	08/17/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	MTWTF--	:30	5	\$600.00	2	0.00	NM	5	\$3,000.00
FOX 4 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/19/12	MTWTF--	5		\$600.00		0.00							
E 18	4	08/20/12	08/22/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	MTW----	:30	3	\$600.00	2	0.00	NM	3	\$1,800.00
FOX 4 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/26/12	MTW----	3		\$600.00		0.00							
E 19	4	08/18/12	08/18/12	Sa 5-6p Sa 5-6p	CM-All	5-6p	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/19/12	-----S-	1		\$225.00		0.00							
E 20	4	08/19/12	08/19/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$375.00	2	0.00	NM	1	\$375.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/19/12	-----S	1		\$375.00		0.00							
E 21	4	08/19/12	08/19/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	2	\$375.00	2	0.00	NM	2	\$750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/19/12	-----S	2		\$375.00		0.00							
E 22	4	08/13/12	08/17/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	MTWTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/19/12	MTWTF--	3		\$450.00		0.00							
E 23	4	08/20/12	08/22/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	MTW----	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/26/12	MTW----	3		\$450.00		0.00							
E 24	4	08/13/12	08/20/12	Monday Prime A FOX Prime Monday 7-8p	CM-All	7p-8p	M-----	:30	1	\$1,500.00	2	0.00	NM	2	\$3,000.00
MASTER CHEF															



WDAF-TV

Print Date: 08/10/12

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Contract / Revision **567510** Flight Dates **08/11/12-08/22/12**

Hiatus Dates

Original Date / Revision 08/10/12/ 08/10/12

Order Sep 00:15:00

Advertiser **Democratic Senatorial Cam** Product **DSCC IE**

Estimate # **1597**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
E 24	4	08/13/12	08/20/12	Monday Prime A FOX Prime Monday 7-8p	CM-All	7p-8p	M-----	:30	1	\$1,500.00	2	0.00	NM	2	\$3,000.00
MASTER CHEF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	M-----					1	\$1,500.00		0.00			
Week: 08/20/12		08/20/12	08/26/12	M-----					1	\$1,500.00		0.00			
E 25	4	08/21/12	08/21/12	Tuesday Prime B FOX Prime Tuesday 8-9p	CM-All	8p-9p	-T-----	:30	1	\$1,500.00	2	0.00	NM	1	\$1,500.00
MASTERCHEF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-T-----					1	\$1,500.00		0.00			
E 26	4	08/15/12	08/22/12	Wednesday Prime Rotator FOX Prime Wed. Rotator	CM-All	7p-9p	--W----	:30	2	\$1,500.00	2	0.00	NM	4	\$6,000.00
SO YOU THINK YOU CAN DANCE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	--W----					2	\$1,500.00		0.00			
Week: 08/20/12		08/20/12	08/26/12	--W----					2	\$1,500.00		0.00			
E 27	4	08/13/12	08/17/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	MTWTF--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--					3	\$750.00		0.00			
E 28	4	08/20/12	08/22/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	MTW----	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	MTW----					2	\$750.00		0.00			
E 29	4	08/18/12	08/18/12	Sa 9-10p Sa 9-10p	CM-All	9-10p	-----S-	:30	2	\$450.00	2	0.00	NM	2	\$900.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S-					2	\$450.00		0.00			
E 30	4	08/18/12	08/18/12	Sa 10-1030p Sa 10-1030p	CM-All	10-1030p	-----S-	:30	2	\$450.00	2	0.00	NM	2	\$900.00
FOX 4 NEWS 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S-					2	\$450.00		0.00			
													Totals	81	\$42,300.00